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## WASHINGTON TALK

# Briefing

### *Soviet Fever*

The exploitation of Soviet Communism by non-Communist institutions seems to be rising in Washington and elsewhere as the Reagan-Gorbachev meeting approaches. Nationally televised advertisements are using stereotyped Soviet characters to sell beer, soda and long-distance phone service. More specifically, in the capital, a new publication analyzing the Soviet Union has just appeared and a convention of 3,000 Kremlinologists, Slavophiles and probably a few Russophobes will be held at the Sheraton Washington Hotel just two weeks before the summit starts Nov. 19.

The publication, in newsletter format, has a title that only a triple agent would memorize: Soviet Active Measures and Disinformation Forecast. Its editor is Roy Godson, a professor at Georgetown University, and the first edition says of the summit that "whatever the outcome, Gorbachev and his image makers are trying to create a scenario from which he personally will benefit."

The convention, Oct. 30-Nov. 4, is the III World Congress of Soviet and East European Studies, sponsored by one group based at Stanford University and another in Paris. Secretary of State George P. Shultz is expected to address the meeting. Virtually all participants are to be from the United States, Western Europe or Japan, although members of the Soviet Academy of Sciences have been invited, too. Two participants listed by the sponsors are identified as being from "C.I.A." but none from "K.G.B." Discussions and papers will deal with current concerns and many other topics, including the Serbo-Bulgarian War of 1985 and, probably, the robbing of an expensive overcoat and the theft of souls, in the panel titled "Gogol."